



INTERNSHIP REPORT ON “EVALUATING MARKETING STRATEGIES OF DIRECT FRESH LIMITED”



**WELCOME TO
DIRECT FRESH**

The **ONE STOP SOLUTION** for
premium groceries in Dhaka,
delivered to your door.

Start Shopping

Letter of Transmittal

Date: 14th September, 2014

Sreyoshi Ahmed

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of Internship Report.

Dear Madam,

It is a great pleasure and privilege to present the internship report titled “**Evaluating Marketing Strategies of Direct Fresh**” which was assigned to me as a partial requirement for the competition of BBA Program.

Throughout the study I tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible. I sincerely believe that it will satisfy your requirements. I however sincerely believe that this report will serve the purpose of my internship program.

I, therefore, pray and hope that you would kindly accept my report and oblige thereby.

With thanks and best regards.

Sincerely yours,

Krisnendu Mahalder

ID: 10104188

BRAC Business School

BRAC University

Acknowledgement

As part of my internship for BUS400 from BRAC University I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals. First and foremost I would like to thank BRAC University and the BRAC Business School for enlightening me over the period of my Bachelors in Business Administration. Every faculty of the BRAC Business School receives my greatest accolade because of all their teachings which generated an interest in to me excel. My gratitude goes to Direct Fresh Limited.- for selecting me as intern out of a highly competitive environment – consequently allowing me to learn from one of the very creative e-commerce company in Bangladesh and from managers who are undoubtedly experts in their fields. The learning has been paramount and immensely enlightening. At Direct Fresh Limited, I had the opportunity to learn from Mr. Edward Collin Bearnot, Director of Operations, who was my internship supervisor. Along with that I would also like to show my heartfelt gratitude to all the members of the Operations Management department especially Md. Umayer Islam who have always been very supportive towards me and encouraged me to work creatively. Last but not the least I must reserve my heartfelt gratitude for Sreyoshi Ahmed miss, BRAC Business School and my Intern Supervisor on behalf of BRAC University. Her optimism and faith in me and my abilities gave me massive confidence in myself and my work. Even during times when my work seemed difficult to me, I always received proper direction after a meeting with her. My internship report itself has been analyzed and dissected scrupulously under his supervision.

Executive Summary

The internship report has been prepared on “Evaluating Marketing Strategies of Direct Fresh Limited” based on both primary and secondary data. The information used in this report has been collected from various sources such as newspaper articles, daily reports of activities, interviews with employees, blogs, website, website backend and sales reports.

I have prepared this report to represent the adapted marketing strategies by Direct Fresh. Direct Fresh has developed relationships with leading Bangladeshi meat, poultry, fish, and milk companies Bengal Meats, White Hen, BRAC Chicken, Fisherman, and Aarong Milk to guarantee client access to custom butchered meat and chicken, export- grade sea fish, and a variety of locally produced dairy products (UHT milk, flavored milk, butter, yogurt, etc). Locally made snacks and baked goods will be provided through relationships with ACI, Golden Harvest, Rich Foods BD, Hot Breads, and Lucerne Chocolate. I have closely scrutinized the marketing strategies of Direct Fresh and how they are implemented throughout my internship and prepared this report.

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PART: ONE

The Organization: Direct Fresh Limited

1.1: Introduction and History of Direct Fresh

Direct Fresh Ltd. (DF) is a start-up venture. It was registered to “Office of the Registrar of Joint Stock Companies and Firms (RJSC)” in February 13th 2012. Then after almost two years of product and market research, creating a sophisticated online working system it finally launched operations on 17th January, 2014. DF’s warehouse boasts a rental space of 6,000 square feet of dry storage space, 60 tons of chilled and frozen storage space, a loading bay, and 6 refrigerated trucks located at the Asian Development Bank’s Produce Processing Facility in Gabtoli, Dhaka. This facility, built in 2010, is at 11 Kilometers distance from DF Headquarters and Customer Service Center which is located at BGlobal Interactive’s Headquarters in Banani. Direct Fresh has been able to reach out to an astonishingly huge number of people through their successful online home delivery business. It has been possible because the founders of Direct Fresh co-own their own technology company, BGLOBAL. The Direct Fresh site user interface and continuous updating make the site very easy to navigate. This site is known for being user friendly aside from being aesthetically appealing. Samuel Bretzfield, CEO of BGLOBAL and the chairman and co-founder of Direct Fresh personally oversaw the development of the site. The company is jointly managed by two more people. The director, Edward Bearnot looks after business development and social media marketing. The operations backbone of the company was developed and managed by Omar Arif who is also a director of the company. The Company was incorporated in Dhaka, Bangladesh in February 2012 and is minority owned by its three directors (Mishal Karim, Samuel Bretzfield, and Edward Bearnot). The majority of the company is owned by BGlobal

Interactive Ltd, whose directors are Mishal Karim, Samuel Bretzfield, and Iftekar Karim. Funds for start-up operations came from BGlobal's existing cash reserves and bank loans collateralized with the parent company's shares and assets. Prior to founding Direct Fresh, Mishal Karim and Samuel Bretzfield jointly founded BGlobal Interactive in 2005 and have grown it to become a major player in the software, website, and mobile application outsourcing sector in Bangladesh. In 2012, they had more than \$1 million in annual revenue.

1.2: Product and Service offerings

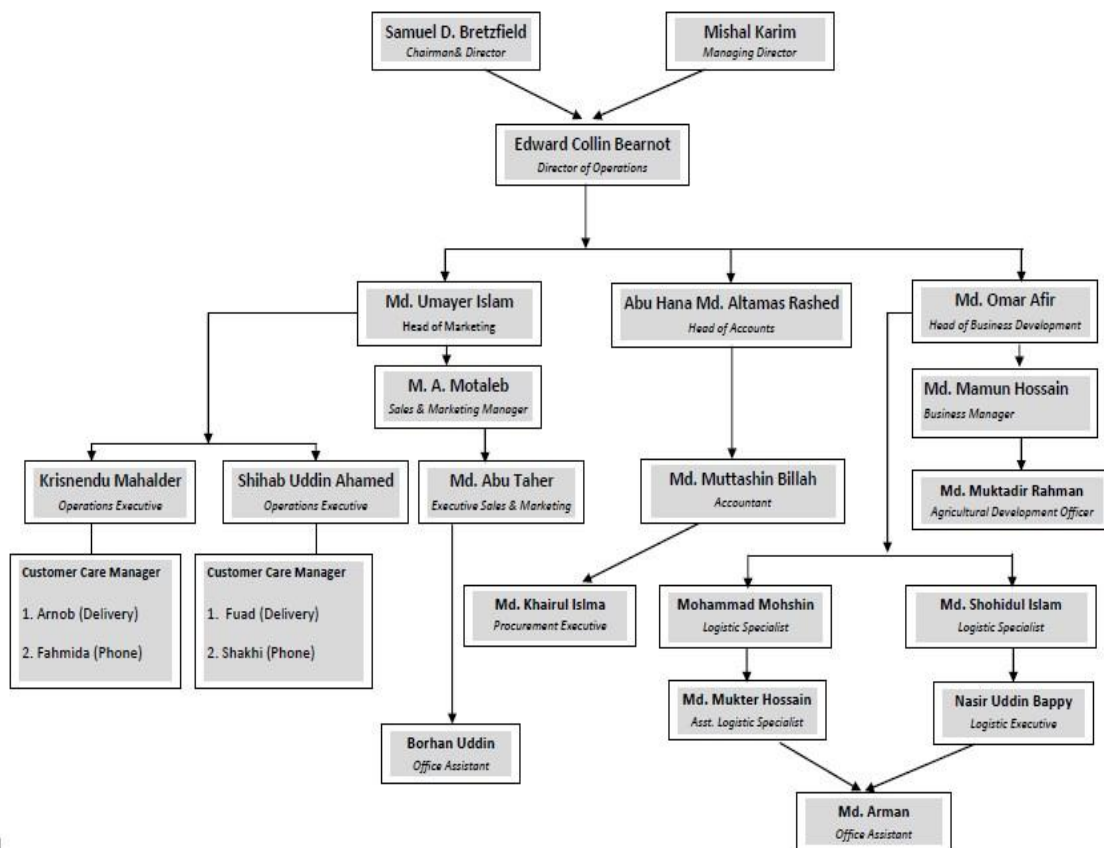
The mission of Direct Fresh Limited is to deliver premium local and imported groceries to residents of and businesses located in Gulshan, Banani, and Baridhara. Uttara and Dhanmondi. As it does home delivery so eventually it both provides its products and service simultaneously. Its products included various types of premium branded food items from USA, UK, France, Thailand etc. and some items from local renowned shops like German Butcher, Korean Mart, Australian Value Shop, DU MI Ok etc. Also it has a small range of health and hygiene products. The service includes delivering the products to customer's doorstep by its own delivery van ensuring the products are in best quality. The company aims to leverage its website, warehouse, and relationship managers to provide customers with a skilfully curretted selection of products, competitive pricing, and superior customer service. It will yield its shareholders a healthy profit and dominant position in the Bangladeshi e-commerce and food & beverage trading and retail sectors.

1.3: Operational Network Organogram

Direct Fresh comprises total of 32 employees of all level. So, it terms of Decision making it is the MD, Chairman and Director who make the final decisions. Also other key employees take part in decision making. In terms of performing job responsibility, every employee is supervised by his/her immediate senior employee. So, usually higher

management don't interrupts on operational part until any crisis arises. It follows the open door policy as every employee can knock the senior management anytime they need any help or suggestions. The work environment is very flexible. The organogram of Direct Fresh is shown below:

ORGANOGRAM OF DIRECT FRESH LIMITED



1.4: Visions for the Future

Direct Fresh is an innovator within the food retailing industry of Bangladesh. The company works with an extensive network of food producers and importers located both locally and from around the world and bring premium food ingredients within customer's reach. Direct Fresh is working hard to establish as a premium brand in serving food items to home delivery. For the future, it has the vision, "To provide Dhaka's "Foodies" and their families with access to the finest, freshest ingredients from Bangladesh and around the world, delivered within 24 hours; to leverage state-of-the-art technology and a passion for customer service to make it easier for you to eat better every day."

PART: TWO

Job: Myself as an Operations Executive

2.1: Description

I have been appointed as operations executive in Direct Fresh from May 1st to present. Previously, I used to work in Direct Fresh as a Customer Relationship Manager (CRM) on part time basis. Here in the organization, all CRMs who interact with customer for various purposes through phone, e-mail directly report to me. Also the delivery personnel are supervised by me for their daily performance. So, I'm responsible for the performance of CRM and delivery team to my supervisor. As I have worked earlier as CRM, so it's easier for me to evaluate and supervise them in a most effective and efficient way.

2.2: Specific Responsibilities of the Job and Different Aspect of Job Performance

This part the internship paper is all about the job responsibilities I had to perform at Direct Fresh. I was recruited to perform my internship as an *Operation Executive* of the organization and I had to perform my major and some minor tasks starting from assisting

recruiting new employees to ensuring error free home delivery to all the customers daily through my team. In between these two, there are a lot more tasks to be done like training, managing guiding as so on. Now I am going to describe all of aspects of my tasks I have performed in Direct Fresh as an Operation Executive:

- i) **Recruiting:** Recruiting is one of the tasks that I had to attend for few times while I was doing my internship in Direct Fresh Limited. It included the recruitment of Customer Relationship Managers and delivery personnel. These people were part of my team and they were the end to ensure the product delivery to the ultimate customers and customer satisfaction. So, it was important for me to choose my team members in order to work with them most efficient way.
- ii) **Training:** After performing the recruiting process, there comes the responsibility of training them in a perfect manner so that they can learn their tasks to perform in the field. The process we go through to make the new employees learn their task in the training process is On-the-Job Training (OJT). On the Job Training is a process through which employees learn their task by actually performing the job under someone's supervision. We followed this system because it's less time consuming to be efficient in practical work field. In between this time, we evaluate their progress and the time we can make sure that the training is done then we let them do their job by themselves.
- iii) **Guiding:** After we are getting done with the training process, we usually guide them each and every day about what to do, what not to do and about the latest news and policies about the organization they have to know and perform as well. Not only those but also I have to guide them in each and every aspects of their job so that they don't face any difficulties performing their job.
- iv) **Managing Delivery Team:** Managing the delivery team is one of the most important tasks that I had to perform almost every day. It starts from selecting the person for the next day's delivery to ensuring all the deliveries to the customers safe and sound. If there is any mistake then I am the only one responsible for that mistake. So, I always tried to make sure that no mistake happens and if so then I tried to solve as soon as possible by confirming the

reason behind it and finding out the possible solution for that problem and not to make that mistake again.

- v) **Ensuring Delivery:** Delivering it to the customers is ultimate process we have to go through and Direct Fresh's reputation depends mostly on it as our customers are getting the products in its best condition given by the delivery personnel. If the service is not appropriate for the customers or they are not satisfied with the service then all we have done from the beginning for them will go in vain. So, I had to ensure each and every delivery that will be served by our delivery employees to the customers and obviously without committing any mistakes.
- vi) **Supervising Customer Relations Team:** As an operation executive, my major job was also to train and supervising the Customer Relationship Managers (CRM) team. It is very important how CRMs interact with the customer's beginning from order confirmation call to after sales service. As, direct fresh follows the best possible customer satisfaction policy so it was very important for me to ensure CRMs are doing their job as per instruction to deliver the superior customer satisfaction.

The tasks that have discussed above are what my major role for the organization was. But there are some more things that I had to perform as an operation executive in Direct Fresh. Some of those are product management, keeping contact with the local vendors in terms of product availability and some other tasks. I am describing those too below:

- vii) **Assisting Institutional Delivery Process:** Direct Fresh has some institutional customers like American Club, International School Dhaka (ISD), American Embassy, Apollo Hospital, Pizza Roma, Unimart etc. Though this section is separated from individual customer's home delivery, sometimes I had to assist in Institutional Delivery process in some crisis and emergency situations.
- viii) **Product Management:** Each and every day, we are getting new products for our customers to serve and running out of some products as well. So, what we have to do in this case is to change the availability status of those products in

our websites. If new products come, we add them to the website and if we run out of some products, we make disable so that I won't appear on the website. Beyond from my core responsibility I took part in this section several times to assist my co-workers. Besides, from customer's suggestion and demand I've assisted to product selection imported from abroad.

ix) Follow Up with the Vendors and Partners: There are some vendors and partners of direct fresh with which Direct Fresh has business transactions for several purposes. I had to keep in touch with them to know what products are coming, what is the position of the products they have sent to us and so on. It like following up each and every step of the vendors in order to get the local foreign products safe and sound. This task of my job is one of the important because it always kept me up to date regarding customer queries and responding to them early.

2.3: Critical Observation and Recommendation

- Direct Fresh's mostly depend on expat customers and their business growth is mostly dependent on personal references, word of mouth marketing. So, I think they should work more on advertising for the company to increase the number of customers as well as their market share.
- Prices of different products are comparatively high. Direct Fresh should keep the prices lower by setting the customized profit rate for each product instead of setting a standard rate profit on all products.
- Direct Fresh should export from different sources or countries instead of importing always from just few countries what they usually do. If they can increase the network of vendors out of country, they can compare prices between different countries and might get the same product at a lower cost.
- Customers of Direct Fresh are increasing day by day. So, I think, they can think of expanding their business few years later. Like instead of only delivering food items, they can go for opening a restaurant. Besides, as they have different

network out of country, so they can start taking order from people to get them products from different websites like eBay, amazon or some other else.

- Direct Fresh should try to deliver the products within the mid time of the day unless people want them later. Because if they could do so, then it will be more fresh than that of delivered later the day.
- In Direct Fresh, there is less number of substitutions for products. There should add more product substitutions to fulfil the customer demand.
- Recently farmers of Bangladesh were able to grow many different foreign fruit and vegetable items in our country. So, I think, Direct Fresh should give it a try and if they succeed then it will help them to grow them at a lower cost and deliver those at a cheaper price ensuring the quality.

PART: THREE

Project: Evaluating Marketing Strategies of Direct Fresh

3.1: Summary

Direct Fresh BD [DF] is Bangladesh's first online luxury grocery store and wholesale supplier. DF's corporate headquarters and customer services offices are in Banani, Dhaka, while warehouse, packaging, and processing facilities are located in nearby Gabtoli. DF's target clients live or operate businesses in the "diplomatic enclave" neighborhoods of Gulshan, Banani, and Baridhara, Dhaka. The density of wealth in these neighborhoods and corresponding demand for premium goods and services, along with poor quality and variety of products and abysmal transportation conditions, present an excellent opportunity for Direct Fresh to disrupt the market. Direct Fresh BD is a start-up company owned by BGlobal Interactive Ltd. (BGI), an international software and technology development company based in Dhaka, London, and Los Angeles. BGI was co-found and is currently headed by Direct Fresh's Managing Director, Mishal Karim, and Director of Technology, Samuel Bretzfield. These two are lifelong friends with more

than 20 years' experience in luxury marketing & sales, technology development, and private equity. Day to day operations is managed by Director of Operations, Edward Bearnot.

3.2: Description of the project:

3.2.1: Objective of the project

The general objective of the report is to delve into the marketing strategy of Direct Fresh, to analyze their marketing techniques and a close scrutiny of the adaptation process of the marketing strategies with the evolving consumer demands.

3.2.2: Methodology

Data collection for the case has employed both primary and secondary sources, which include:

Primary sources

Interviews with project members of Direct Fresh marketing department

Interviews with customers

Project guideline document

Business proposals

Secondary Source

Annual Satisfaction Survey 2013

3.2.3: Limitations

As this report only focuses to present a clear picture on the marketing strategies of Direct Fresh it lacks detailed description of some technical procedures. Also, due to company confidentiality a general overview has been provided in some cases rather than the detailed workings of intricate procedures.

3.3: Main body of the project: Marketing Terms & Strategies

In this part of the paper, I'm going to cover different terms of marketing and some basic strategies that are followed by most of the organization around the world. Then I will try to relate those terms and strategies with 'Direct Fresh' in which I have completed my internship.

3.3.1: Marketing goals & objectives:

Direct Fresh was born from other collective frustrations with grocery shopping in Dhaka's local markets and supermarket chains. Crowded aisles, limited selection, rapidly approaching expiry dates, and questionable origin and quality of food made it hard for the owners to find [fresh](#), interesting, and safe groceries. Nor was there a place food fanatic to share tips about cooking and eating in Dhaka.

Direct Fresh's mission is to provide Dhaka's "Foodies" and their families with access to the finest, freshest ingredients from [Bangladesh](#) and around the world, delivered to their homes within 24 hours. Through their Blog and pages on social media websites state that they will curate Dhaka's culinary landscape, bringing you stories, secrets, tips, and recipes from Bangladesh and abroad. Direct Fresh has some long term goals outlined below-

1. To convince Dhaka's expatriates, Non-Resident Bangladeshis, high net worth residents, and luxury institutions that we are their "Trusted Culinary Curators" and complete grocery delivery solution. 2. To turn over the contents of two 20-foot containers and one 100 Kg air shipment each month. 3. To provide Dhaka's elite households and institutions with convenient access to premium goods and an enjoyable shopping experience.

3.3.2: Customer Information

The main customer base of this company is the ones working in the different embassies of Bangladesh, especially ambassadors. As they need to stay in the office for a very long time, so they prefer this type of service facilities for them. Even though this service do cost them comparatively higher than the amount of money which they will have to pay if they go for the shopping all by themselves to the market after spending a long-tiring day at the office.

Beside the ones working in the embassies, the major groups of customers are the businessmen. The scenario here is almost same as the one with the ambassadors'. Money isn't a big deal for them that is why they prefer the home delivery service all the time.

Location is one of the most important factors for this type of service. A particular range of area is maintained for any given services because the time allocated for the home delivery also varies on that. Orders are taken from outside the city as well.

Another important factor is the relationship between the consumer and the provider. If the relationship between these two aren't that much well then it might turn into a mishap for the business even. This includes the size of the customers as well. This is because if a good relationship isn't maintained with the customers then the number of consumers will decrease gradually and as a result there will be a time when there won't be any other options left but to dissolve the business completely.

3.3.3: Target customers

The main targeted customers for this particular business/service are the upper class. This is because this service is very much costly and it becomes very difficult for the middle class people to afford it properly. As a result, the list of the most renowned and the upper class people are usually targeted firstly. Then a database is made for them by taking information of the people of those people from various places like Gulshan club, Dhaka club, and residents of Gulshan area, Baridhara, Banani, Dhanmondi and the ones of the embassies as well. But in order for the betterment of the company and for the business to expand more vigorously, the targeted group of customers should be change so that the market share is maximized properly and efficiently. This will be of great help for both the business and the company as well.

3.3.4: Products

Direct Fresh is an innovator within the food retailing industry of Bangladesh. The company works with an extensive network of food producers and importers located both locally and from around the world and bring premium food ingredients within your reach. The company has launched a Premium Range, in which the products are directly imported from the Rungis market in Paris, France, the largest food wholesale. The Premium Range is one of the many reasons why the customers adore Direct Fresh. It offers them a range of food items not available with anyone else. They have different categories which are given below:

3.3.4.1: Fruits and vegetables:

Direct Fresh have some premium range fruits and vegetables which they are imported from abroad like Navel oranges, Yellow Lemon from Thailand, Valencia oranges, Thyme, Fresh sage, Cherry Tomato from Thailand, Yellow bell pepper, white onion, Lettuce ice from Thailand, Bock Choy from Thailand etc. They have also some local fruits and vegetables which produce in their own vegetables farm which is located in Manikgonj, savar such as Long Beans / Borboti, Sponge Gourd/Jhinga, Okra / Ladies finger, Ridge Gourd / Dhondol, Snake Gourd/Chichinga, Pointed Gourd/Potol, Brinjal (Long), Bitter Gourd, Red Cabbage, Thai Ginger, Sugar Beet, Sweet Gourd, Red Amaranth, Brinjal (White), Spring Onion, Lemon Grass, Potato (Diamond), Tofu etc.

3.3.4.2: Meat and Fish:

In meat and fish category Direct fresh have Fresh Foie Gras Lobe, Mortadella Magia Rosa, Caviar Oestra, Mackerel Fillet, Salmon (Norway), Sea Bass, Wild John Dory, Duck Pate, Foie Gras Frozen Scallop, Escargot Frozen which are imported and also they are connected with local renowned vendor named “German Butcher” and “Bengal meats” from which they local fishes as well as meats.

3.3.4.3: Bakery and Pasta:

We all know that pasta is a famous Italian food and Direct fresh provides pasta which are imported from Italy such as Delverde Egg Tagliatelle, Delverde Tagliatelle Non Egg Nests, Delverde Penne Rigate, Delverde Pappardelle Nests, Delverde Long Cut Spaghettini, Delverde Long Cut Spaghetti, Delverde Long Cut Linguine, Delverde Fusilli, Delverde Farfalle, Napolina Tortiglioni Bronze, Napolina Spaghetti, Napolina Fusilli Bronze Die Pasta, Napolina Fusilli Premium quality italian Pasta, CJ Browni Mix, CJ Hotcake Mix, San Remo Large Shells Pasta, San Remo Wholemeal Spaghetti, Doves Farm Brown Rice Spaghetti, San Remo La Pasta Carbonara Flavour etc. They also provide cookies and bread from “Dumiok” and pastry from “Glazed”.

3.3.4.4: Rice, Grain & Cereal:

In rice, grain and cereal category they have Kelloggs Special K Hazelnut & Almond Cereal bars, Kelloggs Special - K Biscuit Moments Strawberry cereal, Kelloggs Variety Pack, Kelloggs Nutri Grain Blueberry Bars, Kelloggs Spl K Peach/Apricot Bar, Kelloggs Special K Red Berry Bar, Kelloggs Frosted Wheats, Kelloggs Cornflakes, Alpen Muesli Original, Alpen Muesli No Added Sugar, Alpen Fruit & Nut With Milk Chocolate, Nestle Cookie Crisp, Nestle Golden Grahams, Black & Gold Quick Cooking Oats, Lowan Original Harvest Natural Muesli, Lowan Apple & Cinnamon Natural Muesli, Hider Eoq Pinto Beans, Hider Eoq Risotto (Arborio), Hiders Eoq Black Eyed Beans, Aarong Miniket Rice and many more.

3.3.4.5: Sugar and Baking:

Direct fresh also imported sugar and baking category product from abroad for providing their customers like CJ Bread Crumbs, CJ Donut Mix, Mayonnaise Mild Type, Doves Farm S/Raising White Flour, Doves Farm Quick Yeast, Dove Farm Org/Gluten Free B/Powder, Dove Farm Bicarbonate, Whitworths Light Soft Brown Sugar, Whitworths Dark Soft Brown Sugar, Monin Elder Flower Syrup, Betty Crocker Chocolate Frosting, Betty Crocker C/Chip Cookie Mix, Betty Crocker Super Moist Lemon Cake, Green's Pancake Shake Original and also provides from local brand like Lucerne Cocoa & Chocolate.

3.3.4.6: Oil and vinegar:

Direct fresh provide some imported oil and vinegar with some local brand oil and vinegar such as King Sunflower Oil, Ottogi Plum Vinegar, Ottogi Lemon Vinegar, Vinegar Rice,

Aurora Medaglia Doro Spanish Extra Virgin olive oil, Aspoll White Wine Vinegar, Olitalia Extra Virgin Olive oil and Rupchanda Soyabean Oil.

3.3.4.7: Drinks:

Direct fresh imports “Ceres” brand drinks from South Africa and they have partnership with “I am real” brand which is famous and serving good quality drinking products and also with “BRAC Dairy”. It also sells some renowned brand juices like JUST JUICE from Australia.

3.3.4.8: Tea and Coffee:

Direct fresh have partnership with “Kazi and Kazi” which is countries one of the best organic tea producer and for coffee they have partnership with “North End Coffee Roasters”. It also sells the very renowned brand tea called “Twinings” from Australia.

3.3.4.9: Dairy:

Direct fresh provide some Dairy products such as Crottin "Petit Berger", Beurre Rouleau, Emmental Suisse, Chevre, Burrata Santarella, Cheddar Fermier, Brebille Papillon, Mozzarella Buffalo, Bleu de Bresse, Brie Pointe President, Camembert Rustique, Galbani Mascarpone, Nutella Hazel Nut, Hellmanns Real Mayonnaise, Hellmanns Mayonnaise Light, Hellmanns French Dressing, Gouda Cheese, Edam Cheese, Orange Cheddar Cheese, Smoked Cheese etc. They mainly imported Dairy products from France.

3.3.4.10: Spices and Condiments:

Spices are one of the important elements for Bengali cooking and direct fresh provides good quality spices to the customers like Frenchs Classic Yellow Mustard, Knorr Fish

Stock Pot, Knorr Beef Stock Pot, Saporito Boiled Chick Peas, Tinned White Peaches Halves, Tinned Yellow Peaches Halves, Sunita Whole Tahini, Saporito Butter Beans, Saporito 4 Beans Salad, Vesu Haricots Borlotti Beans, Vega Red Kidney Beans, Herb Salt (Spicy), Bulgogi Sauce, Kikkoman Qyster Sauce, Jack Daniels Original BBQ Grill Sauce, Tomato Paste (Victotia), Kikkoman Soy Sauce, Herb Salt (Garlic), Herb Salt (Mild), Kikkomon Teriyaki Marinade & Sauce, Kikkomon Naturally Brewed Soy Sauce, Mae Suree Plum Sauce, Five Brothers Five Cheese (Pasta Sauce), J-Lek Sea Food Sauce, J-Lek Sukayaki Sauce, J-Lek Pad Thai Sauce, J-Lek Teriyaki Sauce,

J-Lek Black Pepper Sauce, Lea & Perrins Sauce, Healthy Boy Black Soy, Healthy Boy Oyster Sauce, Hellmanns Real Mayonnaise, Hellmanns Mayonnaise Light, Continental Beef Powdered Stock and so on.

3.3.4.11: Snacks and Confections:

In Snacks and confections category direct fresh provide foreign brand cookies like French pie , poroto biscuit brand and also provide chips of Walkers and Lays brand. In this category they also provide Mars brand chocolate.

3.3.4.12: Baby:

Direct fresh have separate category for kids. In this category direct fresh provide all kids food products from “Heinz”, “Farex”, “Ellas”. This category is really helpful for those mothers who want foreign and healthy products for their kids.

3.3.4.13: Pet:

Direct fresh also has a product category for Pet which is really unique. In this category direct fresh provide for dog from “Dog smart heart” and “Pedigree” brand and also for cat they provide all the products from “Cat-me-o” and “cat Whiskas” brand. All products

are imported from abroad. Actually they also give focus on those customers who have pet and for those they imported these category products.

3.3.5: Services:

Direct fresh actually maintains a good relationship with their customers. If any customer order something direct fresh delivery that product to the customers doors with free of delivery cost. Direct fresh also has product return policy like if they provide wrong or spoiled product to the customer and customer let them inform about that product they will replacement or substitute that product with deepest heartfelt apologies. Direct fresh maintains good service system along with their quality products.

3.3.6: COMPETITORS:

Direct Fresh is an uprising online shop that from its very beginning has been a different approach to buying groceries in Bangladesh ,especially in Dhaka.Their fresh products and impressive service providing has been a hit so far.But as its influences grew bigger ,it too formed Competitors all around the country .The Competitors also functions the same service providing facilities.To survive in the market as a successful organization it has to face competition from other organizations alike them.Among the Competitors The Chaldal.com and Shobzibazar.com are two major competitions for Direct Fresh since these companies are also formed under creative personnels.

3.3.6.1: CHALDAL.COM:

Chaldal.com is also an online shop based in Dhaka. It is also rising in the market and also a competitor to look out for .This online shop has started their campaign in Dhaka to reduce the rush of shopping according to them.Their facilities are also impressive with no additional fee for the transfer .The organization has some developed technologies and also they are launching more advance services to grow their project.According to datas they too are fully focused on selling the day to day products of normal Bengali.Their approach to its customers is the same to Direct Fresh. Their most popular products has

been the Groceries and the Oils,Milks,Ghees etc.The online shop also has products on Beauty ,Babycare and Electrical which clearly indicates they have several target customers in their eyes. Besides their services are spreading with focused ideas and initiatives and also sends a clear warning to Direct fresh.The organization has their products formed from various firms unlike Direct Fresh which is an advantage for Direct Fresh .Since this online shop has come in to market with fresh initiatives Direct fresh must go head to head with more facilities and new strategies to cope with its fellow competitors.

3.3.6.2: SHOBZIBAZAR.COM:

Shobzibazar.com is another online shopping company that also follows the initiative of making “Buying Easy” for the customers. They also has products from various firms and organizations. The Company has a genuine set of marketers controlling the shop and its functions .As the influences of these shop has started spreading into customers house it is also bringing tough competition for the Direct Fresh. Their product Charts follows the same set of products which are the basic needs in a normal life. Their range of services and promotional systems cannot be overlooked as it is firmly trying to establish its place in the heart of the nation’s people.

So, the amount of competitors in the field is increasing for Direct Fresh. To make survival and run smoothly in the market the Direct Fresh company must keep heads up to any challenges.

3.3.7: MEDIA SOURCES AND PROMOTIONAL SERVICE:

The Direct Fresh shops were mainly formed due to lack of safe and fresh foods everywhere .So, the company decided to focus majorly on the quality of the preferred product of the target customer. That is why the media sources of the organization needed to be simple and smoothly passed into the customers mind. The main source of Direct Fresh to promote their products and services is their Website. The site tells about their

company and their sources all over the world. One of the major sources is their Blog, also known as the Direct Fresh Blog. The Blog contains vast information on their past, present and also future products and services. That is like the introduction of new products of food and groceries from a foreign country or any type of electrical product that is to be launched very soon. Besides, the news on any type of package offer is instantly found on the blog. The Direct Fresh shops have their firm and since their CEOs are foreign peoples they too contains foreign and also local Partner companies in its side. The Company has many globally popular partners to add to their promotional activities here in Bangladesh. The company's media sources in the web would allow the customers to know more in details as to how the shopping organization curates the landscape of Dhaka. Their promotional activities also include the inclusion of many new and varieties of package or gift hampers. They started providing delivering hampers at the most fair pricing and offer the simplest way of buying it through their web. Alongside all these direct fresh is working with an extensive and various networks of food producers and importers not only in the locality but also within many countries around the globe. The company and its co-owners has also launched the Premium Range which is to deliver direct products to various countries. These initiatives has been a great Source of promotion to send their message of providing improved services to every customers. These company follows the idea of introducing new source and technology in their market field. They are also extending some of their fields in various parts of the country to promote their products and services in remote areas. According to data their website has been one of the most major searches in Google. So to get to know them and also about their product the customers must search their website. Recently, Direct Fresh was selected in THIRD place by Google Business Group in Google I/O conference in San Francisco, California on June 25-26 based on its innovative use of technology, validity of its business model, and potential for growth and impact.

3.3.8: Marketing Techniques and Tools

This is the area where Direct Fresh outclasses most of its competitors with prodigious leaps and bounds. The company makes use of every resource at its disposal. Direct Fresh is jointly owned by the Managing Director Mishal Karim along with Bglobal Sourcing which produces specialized software for business organizations. The company website is built on Magento platform. Magento is a platform used worldwide for these types of online cart system. Magento has some default unique features which make marketing much easier than it would have been on other platforms. Direct Fresh efficiently makes use of these marketing tools to obtain sales information of a particular product, sales history over a certain time period, which product is favoured by the customers and even a detailed information about revenue and profit. Magento lets the webmaster to contact every customer through mails and conversation windows. In that way, Direct Fresh can maintain a customer database for future marketing purpose very easily. They send regular newsletters to the customers through e-mail as well as notify them when a new product arrives on their inventory. Another important tool used by Direct Fresh is Intercom; it's a software which keeps detailed geographic information about the customers through their IP addresses. It lets the company to conduct geographical segmentation in terms. These tools also helps to register consumer behaviour in turn.

3.3.9: Analysis

Direct Fresh BD has leveraged two primary market theses to generate revenue and introduce substantial innovations in the food & beverage sector in Bangladesh: The first thesis is product selection. DF has focused on several important gaps in available products, namely that are several product ranges—ice cream, frozen meals, baking essentials, and luxury chocolate, for example—that are completely absent from retail and wholesale suppliers. In addition, the conditions in which goods are commonly stored, transported, and displayed in Bangladesh range from poor to unhygienic, including short

or already-past expiration dates, inconsistent supply, inappropriate temperature and humidity, and rough handling. The second thesis is that the introduction of e-commerce in Bangladesh—which began in earnest in 2012 with the introduction of the first online credit card payment gateway—has revolutionized retail much in the way it did in North America and Europe in the late 1990s and more recently in China and India. Direct Fresh is one of less than 10 businesses in Bangladesh that leverage the internet to book sales, manage a full range of inventory, run promotions, and handle customer service. DF is the first to do so in the Food and Beverage sector. Given the growth of internet commerce in developed markets, explosive growth in internet penetration and expendable income, and especially the introduction of the super fast 3G network, it is more than reasonable to believe Bangladeshis will continue to turn to the internet in droves to make purchases. All of the most important drivers of online shopping—convenience, consistent and predictable quality, and competitive and transparent pricing—are even more important to shoppers in Dhaka, where the quality and price of food products are non-transparent, and where one can regularly wait more than an hour in traffic rushing to a poorly stocked, crowded, dirty, and disorganized supermarket—to arrive just after 8 PM when stores are, by law, mandated to close.

According to the World Bank, 5% of Bangladeshis control 25% of all income. With an average family size of 5, this means there are 1.77 million families with an average annual income of almost \$52,000. All of the families could afford to use DF. There are 29.4 million internet subscriptions in Bangladesh, of which 400,000 are household WiMax accounts and the remaining 94% are mobile phone data plans. There are an estimated 8 million desktop internet users at the moment, a number which is expected to triple by 2020. There are currently more than 3.35 million Facebook users in Bangladesh surfing more than 800 Facebook pages that function as sales portals. The introduction of a credit card payment gateway and the 3G mobile network in 2012 have helped spur growth in mobile, internet, and e-commerce sectors. These trends are just beginning, and will be three of the major forces developing the Bangladeshi economy in the 21st century. DF's target clientele live or operate businesses in Dhaka's "Diplomatic Enclave," which is home to four 5-star hotels, eight expatriate recreation clubs, 93 International NGOs, 55 Embassies, Consulates, and High Commissions, and more than

75 Industry Associations, Multinational Corporate Headquarters, and International Consultancy Firms. Gulshan, Banani, and Baridhara together have an approximate population of 300,000 people. They are home to the bulk of Dhaka's estimated 30,000 resident expatriates, 90% of whom earn more than \$40,000 and half of whom have families. In addition, The "tri-state" area is home to many of estimated 40,000 high-net worth Bangladeshi's with annual income of more than \$100,000 and the parents of the thousands of Non-Resident Bangladeshi's who have moved to the US, Canada, UK, or Australia but still maintain close physical and financial connections to Dhaka. Due to the clever choice of customer segmentation and the right marketing platform Direct Fresh has flourished in less than a year.

3.3.10: Results and discussion

Direct Fresh has two sets of marketing strategies—Digital and Events—each with several campaigns which rolled out in the first 6-12 months of operation and proved successful. Below is a brief discussion of each initiative.

Blog.directfreshbd.com is the official company blog, where recipes from around the world are posted daily. All recipes can be made (or perhaps modified slightly to be made) with ingredients available on www.directfreshbd.com. Other blog content includes tips and suggestions for how to cook and entertain in Dhaka, reviews of local restaurants and food-related business, updates and developments from Direct Fresh and its strategic partners, a tab for suggesting new products to be imported/carried, and a mobile application to map luxury food prices. The goal of the blog was to establish DF's credentials as a "Trusted Culinary Curator" by providing valuable, interesting, and entertaining content. In addition, visitors can navigate with 1 click to the e-commerce website, enabling DF to convert curious blog readers into paying customers. Visitor interactions with the blog are measured using Google Analytics. Direct Fresh is very active on Social Media, posting links on Facebook, Twitter, G+, LinkedIn, Foursquare, and Pinterest. Most of these links direct viewers to the DF Blog, where daily content and a host of other information and applications grab their attention and pull them towards

making a purchase. Other social media posts advertise specific deals, discounts and unique products. Digital Referral is a system used by some North American and European e-commerce companies to incentivize their customers to evangelize on behalf of the brand through their personal networks. When a new member signs up for Direct Fresh and verifies his/her email address, he or she receives a special link that is unique to his or her account. The member does have the opportunity to earn money towards future purchases by convincing friends not just to sign up through that link—which can be emailed and posted to social media—but to make a purchase. 2% of the value of the first order made by each successfully registered referral is credited to the referring member's account.

Chef Chez Moi was a series of 10 to 20 dinners held at the residences of Dhaka's most elite citizens. Potential hosts were approached by Direct Fresh's Managing Director, and then worked with the DF team to design a menu, decorations, and invitations for 10-20 equally elite guests. Direct Fresh provided internationally acclaimed chef as well as a hostess to welcome, entertain, and educate the guests. This hostess then followed-up with each of the guests—whose business card she had procured—and worked to enrol each event guest as an active member of the site. Food and decorations for the event were charged to the hosts at cost, while the cost of the chef and hostess were absorbed by Direct Fresh. The benefit of this marketing campaign was the opportunity for high-touch interaction and relationship building with Wealthy Bangladeshis—the most difficult of Direct Fresh target clientele to address but potentially the most lucrative. Expatriate Club Events like barbeques, pizza parties, cheese tastings, chocolate samplings, and other food and lifestyle related events provided the expatriate community the opportunity to engage with Direct Fresh's excellent product range and customer service, and to register for an account. These events, whose cost were defrayed through participation fees, tremendously helped to highlight the social lifestyle and premium products that DF promotes.

3.4: Conclusion

The marketing techniques of Direct Fresh are nothing sort unique and innovative. While exploiting the perks internet provides the company somehow manages to apply traditional classic marketing mix to its advantage and secure a loyal customer base. Firstly, I concur that given the current rate of growth is unchanged Direct Fresh will grow into a giant white brand that its founders aspire it to be and thousands of consumers will find a safe haven of food that are free of any adulteration and perfectly safe to eat.

To sum up the whole thing, it can be declared that this service is indeed a very nice one for the people who are unable to go to the market every day and especially for the ones who hardly get any time for shopping after doing office the whole day. The company also ensures that the products, especially the fruits and fishes are formalin free which is very much hazardous to health. Though the target customer is the upper class and the elegant ones but this is good for the business for the short run only. In order to increase the profits, the targeted group of people should be changed eventually. The types and number of products that are available is tremendous. The competitors are still fighting to get to the top of the market but in order to refrain it from doing so, the above mentioned precautions should be implied as soon as possible. Promotional activities are mainly done in the World Wide Web but it should be done in a lot of ways as possible. In order to do so, a market research should be done which will give almost the accurate results to take effective measurements for the betterment of the company as time passes by.

Glossary

DF=Direct Fresh

Backend= Website administration

Magento= Business Platform developed by EBay.

PART: FOUR

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